



City Hall
Alexandria, Virginia

Alexandria Waterfront Committee
Department of Recreation, Parks and Cultural Activities
1108 Jefferson Street
Alexandria, Virginia 22314



January 6, 2012

The Honorable William D. Euille
Mayor of Alexandria
City Hall
301 King Street, Room 2300
Alexandria, VA 22314

Dear Mayor Euille:

This letter summarizes the majority position of the Alexandria Waterfront Committee on the Waterfront Small Area Plan, based on discussion at its January 17, 2012 meeting. **The Waterfront Committee supports adoption of the draft Plan contingent upon incorporation of the recommendations of the Waterfront Plan Work Group and staff recommendations dated January 17, 2012.**

In May, we wrote that there were several important issues to be resolved prior to adopting the Plan: retaining the original Fitzgerald Square concept; re-considering the proposed Waterfront extension and Marina design; activating the parking implementation plan; dedicating new revenues generated from Waterfront redevelopment to the maintenance and improvement of Waterfront amenities; mitigating the impacts of proposed Waterfront hotels on residential neighborhoods; retaining the Waterfront's existing cultural institutions; and incorporating Alexandria's history.

The deliberations of the Waterfront Plan Work Group have produced recommendations that adequately address each of the issues raised by the Waterfront Committee:

- Support for a public plaza at the foot of King Street is reaffirmed, emphasizing the importance of a negotiated agreement with the Old Dominion Boat Club.
- Marina policies de-emphasize relocating pleasure boats to the Robison Terminal South site and incorporate the tenants of the Waterfront Committee's Marina Vision Statement.
- Implementation of the Parking Implementation Plan is now underway.
- There is a commitment to reinvest revenue generated by new development along the waterfront, to include arts and history contributions and improvements.
- Controls over waterfront restaurants and hotels would be the most stringent in the City.
- Support for existing (and attracting new) cultural institutions has been strengthened.
- Alexandria's history has been better incorporated into the plan.

In addition, the Waterfront Committee supports recommendations of the Waterfront Plan Work Group for two important early implementation activities immediately upon adoption of the Plan:

- Completion of a Union Street corridor Transportation Management Plan prior to approval of any new development, to mitigate and manage traffic impacts along the Waterfront; and

- The development of a design plan to provide a holistic design vision for the Waterfront public and private realm improvements consistent with the historic setting of Old Town.

The Waterfront Committee recommends that all of these points be incorporated into the final Plan.

In addition, the Committee endorses several of the staff recommendations outlined in the January 17, 2012 memorandum from the City Manager to City Council regarding the Waterfront Small Area Plan, and urges incorporation into the final Plan. In particular:

- We support the proposal by Councilman Krupicka to apply the Old and Historic District design guidelines to the Robinson Terminal North Site, which would provide for oversight by the Board of Architectural Review.
- We support the establishment of a non-profit foundation to benefit Alexandria's Waterfront. This is an important mechanism for productively channeling the widespread community interest in the Waterfront demonstrated over the past two years, particularly for arts and history betterments.
- We support the proposal by Councilman Krupicka to quantify the expected contributions to public realm improvements that may be expected from developers of Waterfront parcels.

The Waterfront Committee is eager to assist with implementation of the Waterfront Small Area Plan.

We note that the Waterfront Plan Work Group Report calls for designation of a public body to provide public input and advise the City on plan implementation. This role is very similar to the Waterfront Committee's charge since 1989 to advise the City on public and private uses of the City's Waterfront. We look forward to working with City Council, staff, our fellow advisory boards, commissions, and committees, and the general public as implementation roles are defined, and hope to avoid unnecessary duplication.

We appreciate the opportunity to offer these comments on the Waterfront Small Area Plan. On behalf of the Alexandria Waterfront Committee and the broad Citywide constituencies that we represent, thank you for your consideration of this matter.

Sincerely,



Nathan M. Macek, Chair
Alexandria Waterfront Committee

CC: Alexandria City Council
Rashad Young, City Manager
Bruce Johnson, Chief of Staff
Mark Jinks, Deputy City Manager
Faroll Hamer, Director, Department of Planning and Zoning
James Spengler, Director, Department of Recreation Parks and Cultural Activities
Karl Moritz, Department of Planning and Zoning
Nancy Williams, Department of Planning and Zoning
Jack Browand, Department of Recreation Parks and Cultural Activities
Cheryl Lawrence, Department of Recreation Parks and Cultural Activities
Jim Hixon, Department of Recreation Parks and Cultural Activities
Alexandria Waterfront Committee